

Distribution

W. S. Lindquist
F. V. Creighton
S. H. Douglas
J. Roper
C. W. Russell
D. H. Murphy
E. J. Fackelman
M. Duffy
J. L. Inman
C. E. Tinsley
R. C. Tompson
E. M. Blackmer
C. S. Hunter
P. F. Ittermann
D. L. Wilmesher
J. W. Best
R. M. Sanders
P. J. Cundari
A. J. Schindler
L. J. Beasley
C. A. Blixt
C. W. Ehmann
R. R. Gordon
T. C. Griscom
D. N. Iauco
K. J. Lapiejko
J. V. Maguire
O. Sorensen
J. H. Wilson
R. S. Keith
G. C. Pennell
R. C. Farmer
P. E. Schmidt
L. T. Poole
R. L. Rissler
S. B. Driskell
G. A. Young
T. M. Renehan
R. D. Garrison

51859 5223


February 16, 1996

TO: Distribution
FROM: Doug Shouse
RE: WINSTON Survey

As part of an effort to identify new ideas for WINSTON, I am gathering input from a number of key people. If you're like most people that have a tie to RJR and the cigarette business, you have opinions (usually strong ones) on the WINSTON brand. Here's a great opportunity to express them.

The attached survey has been prepared to assist you in providing input on WINSTON. I would truly appreciate it if you would take ten minutes to provide your thoughts. If you have a point of view that's not addressed by the survey, please feel free to offer it.

Thank you for your assistance on WINSTON. If possible, please try to return your WINSTON survey by February 29.


Doug Shouse

ps

Attachment

51859 5224

WINSTON Survey

1. What do you think WINSTON offers today's smoker?

- Male?

- Female?

- 21 year old?

- 35 year old?

- 50 year old?

- General Market?

- Ethnic Markets?

51859 5225

WINSTON Survey

2. What could WINSTON offer today's smokers?

- What product benefits could be offered?
- What consumer values or characteristics could WINSTON associate with?
- What other brand benefits could WINSTON provide?

WINSTON Survey

3. What do you think are the most important wants of smokers today.... and as you look forward?

4. Are these wants being effectively satisfied by any brand today or do any meaningful "gaps" exist?

51859 5227

WINSTON Survey

5. How would you describe a WINSTON smoker?

Marlboro smoker?

6. Speaking of Marlboro, its strengths are well known. In your opinion, what are Marlboro's weaknesses or potential weaknesses?

WINSTON Survey

7. Are there other brands in other industries that remind you of WINSTON and its situation? If so, who and why?

8. If you owned the WINSTON company, what is the first thing you would do to rebuild?

9. Any other comments or ideas?

51859 5229